2020 Census Update

Presentation to the National Advisory Committee on Racial, Ethnic and Other Populations – Fall 2019
November 7, 2019

Albert E. Fontenot, Jr., Associate Director
Decennial Census Programs

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2020 Census Update
Where Are We Now

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	✓
Conduct In-Field Address Canvassing	August 18, 2019 – October 11, 2019	✓
Launch Advertising Campaign	January 2020	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 12, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 7, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Enumeration at Transitory Locations	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

*Duration represents the timeframe for data collection.

2020 Census Update
In-Field Address Canvassing Accomplishments

- Completed first major field operation on time – October 11, 2019.

- Hired and deployed 32,000 Listers nationwide equipped with laptops to canvass over 50 million addresses.

  - Productivity exceed plan.

    - Production: 31% more efficient than plan.

    - Quality Control: 69% more efficient than plan.

- Successfully managed nationwide operations from only 39 Area Census Offices (ACOs) compared to 151 in 2010.

- Operation was completed under budget.

  - $48.8 million in operational savings and an additional $17 million in training saving.

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2020 Census Update
In-Field Address Canvassing Successes

- Deployed 27 IT systems for first three operations, which are vital to peak operations.

  - Systems were fully integrated with one another, performance tested, and deployed on schedule and within budget.

- Systems scaled and handled required loads.

  - Automated solutions for hiring and training staff.

  - Distributed device to our staff nationwide via our Device as a Service contract.

  - Conducted reengineered field operations using:

    - New operational control systems.

    - New automated time and expense reporting for employees.

    - Enhanced LiMA application for validating and updating addresses.

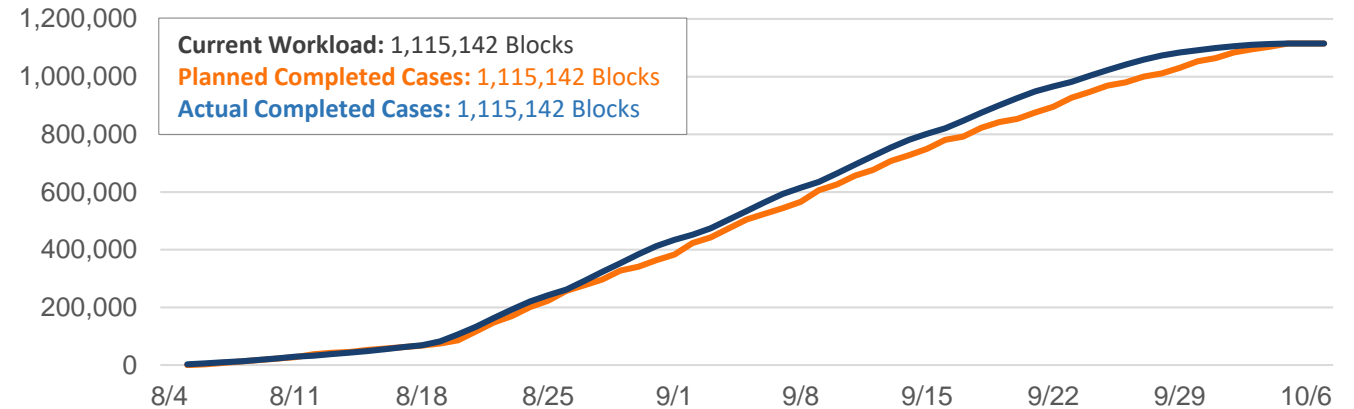- Implemented Rapid Response (Hurricane Dorian) and continued operation.

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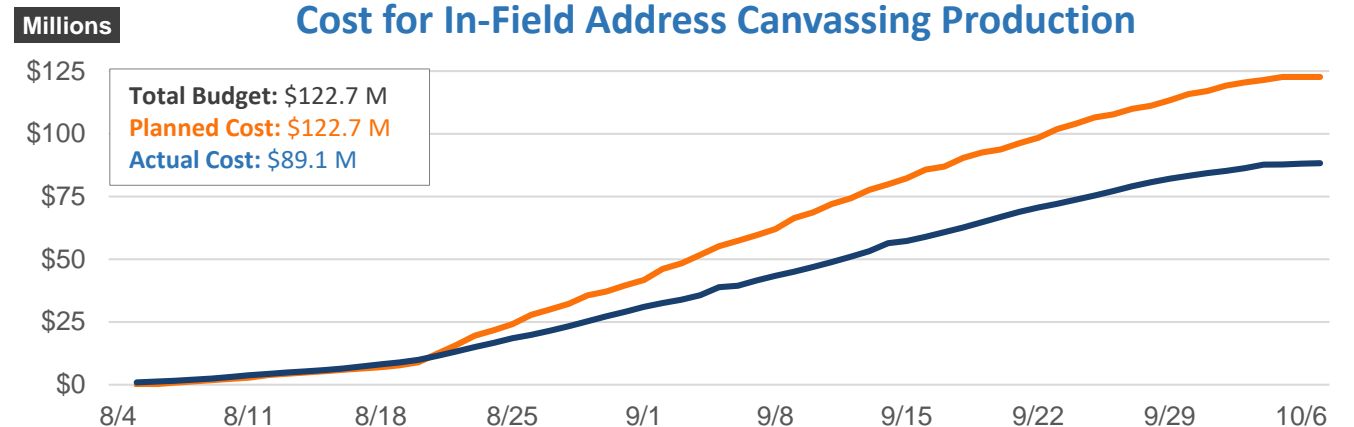Census
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2020 Census Update
In-Field Address Canvassing Production Results

- ## Listers Productivity:

  - Actual - 20.75 addresses per hour

  - Planned - 15.84 addresses per hour

- ## Cost:

  - Actual - $89.1 million

  - Planned - $122.7 million

Progress for In-Field Address Canvassing Production

Current Workload: 1,115,142 Blocks
Planned Completed Cases: 1,115,142 Blocks
Actual Completed Cases: 1,115,142 Blocks

Cost for In-Field Address Canvassing Production

Millions

Total Budget: $122.7 M
Planned Cost: $122.7 M
Actual Cost: $89.1 M

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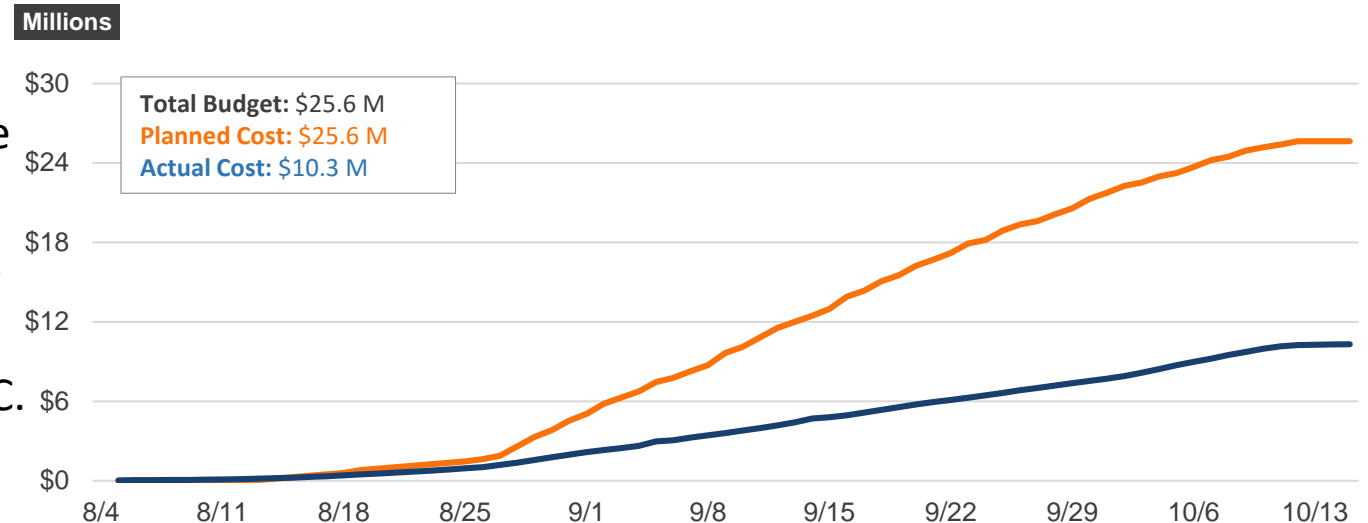United States®
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In-Field Address Canvassing Quality Control Results

- Quality Control Productivity:
  - Actual - 14.05 addresses per hour
  - Planned - 8.30 addresses per hour

- Cost:
  - Actual - $10.3 million
  - Planned - $25.6 million

- Blocks referred from in-office canvassing are more likely to have changes.

- Strategically selected QC work to consist of blocks more likely to have error.

- More stringent standards for passing a block in QC.

- Blocks that did not pass QC were recanvassed.

Key Quality Control Metrics

Total Production Workload		Production Blocks Complete		Completed QC		Percentage Failed	
1,115,142 *Blocks*	50,038,437 *Addresses*	1,115,142 *Blocks*	50,038,437 *Addresses*	123,361 *Blocks*	3,412,390 *Addresses*	36.7% *Blocks*	4.3% *Addresses*

Cost for In-Field Address Canvassing QC

Millions

Total Budget: $25.6 M
Planned Cost: $25.6 M
Actual Cost: $10.3 M

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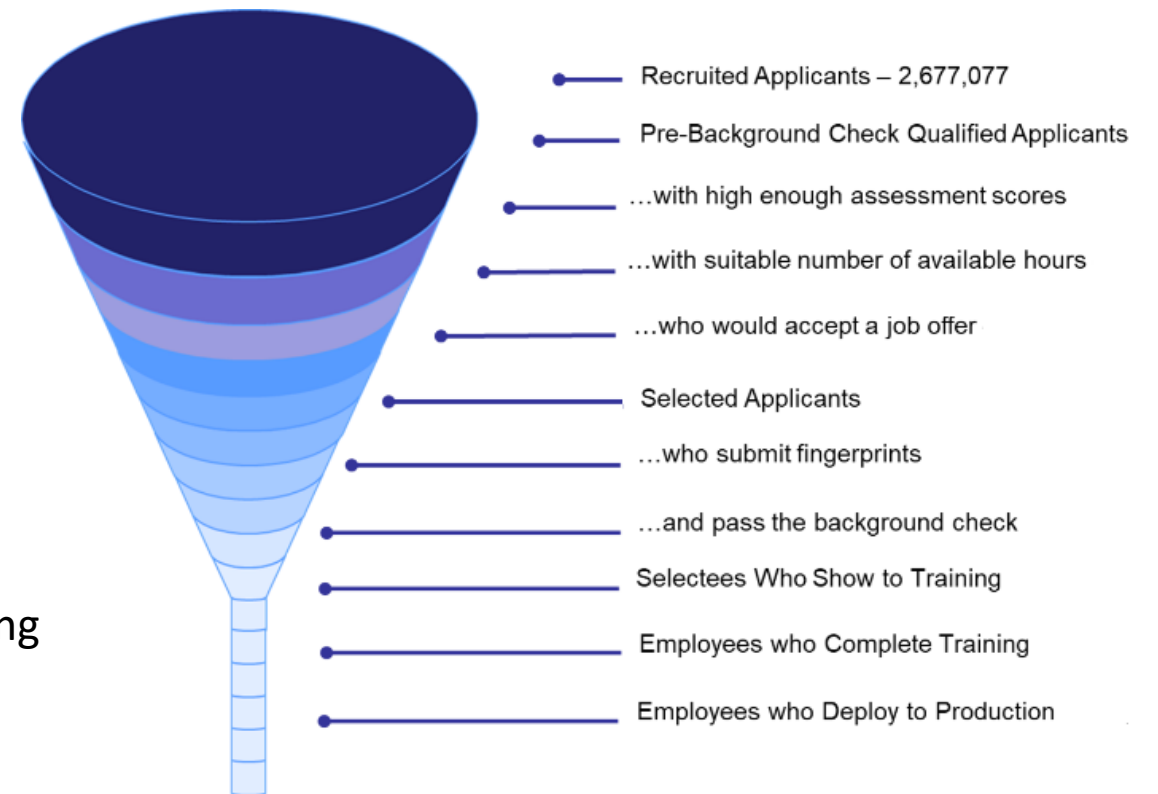
Address Canvassing Lessons Learned

- Experienced higher than anticipated dropout and no-show rates during onboarding process.
    o Inadequate followup with applicants.
    o Inconvenient fingerprint locations.
    o Wage rates not competitive in some areas.

- Management took proactive steps to mitigate impact:

    o Monitored productivity and staffing at each ACO to determine if additional staff was needed.

    o Scheduled replacement trainings to continue onboarding during field operation.

- **Operation was completed on-time and within budget.**

Recruited Applicants – 2,677,077

Pre-Background Check Qualified Applicants

…with high enough assessment scores

…with suitable number of available hours

…who would accept a job offer

Selected Applicants

…who submit fingerprints

…and pass the background check

Selectees Who Show to Training

Employees who Complete Training

Employees who Deploy to Production

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2020 Census Update
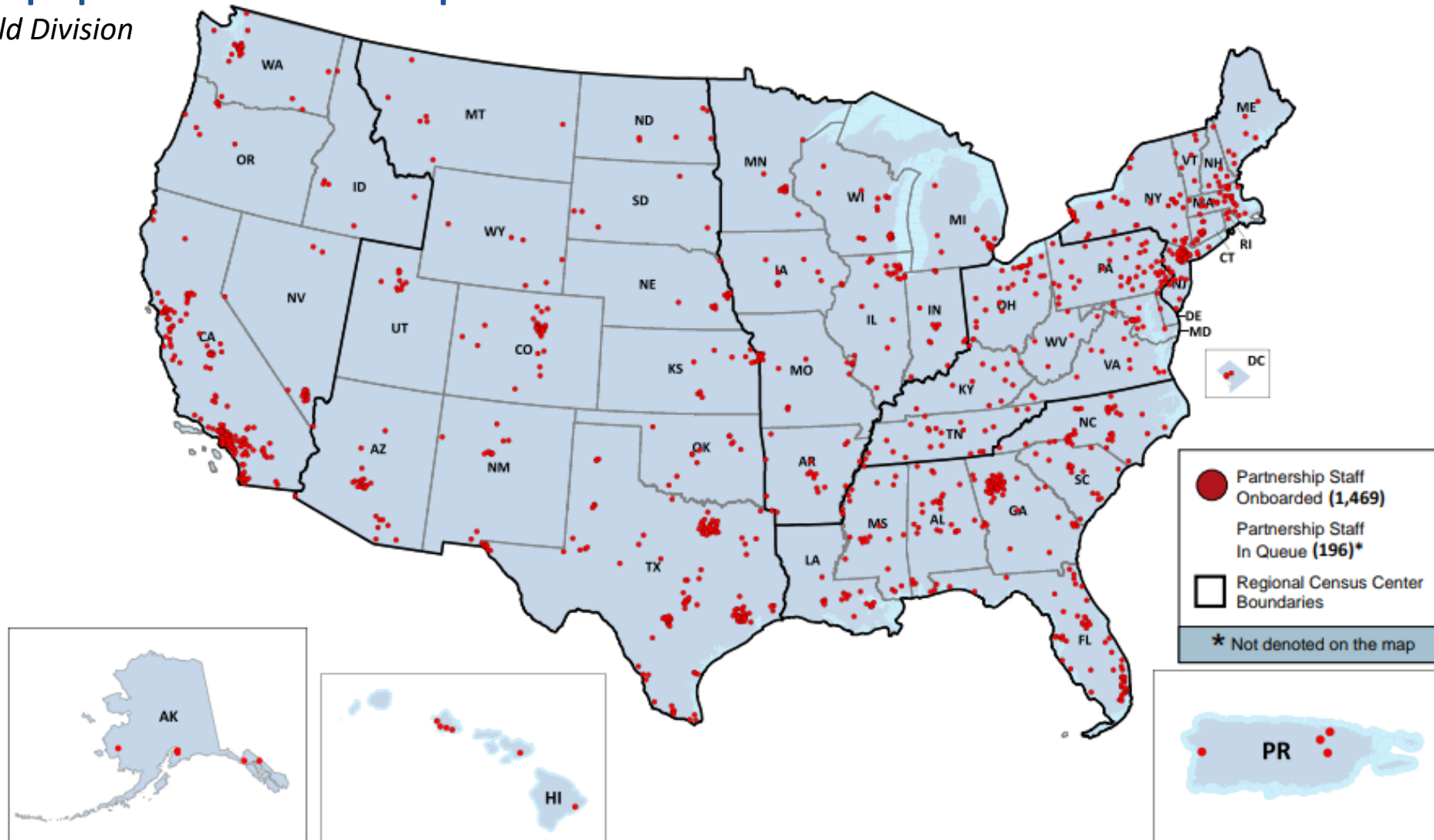### Recruiting and Hiring

Hiring Initiatives Going Forward

- Increased recruiting goal from 2.3 million to 2.7 million for Peak Operations.

- Substantially increase paid advertising for recruiting:
  - 2010 - $3.7 million
  - FY19 - $3.4 million
  - FY20 - $10.2 million (Q1 & Q2)
- Expand staff devoted to recruiting.

  - Adding almost 3,700 Recruiting Assistants nationwide in addition to the 1,000 already on board.

- Reviewing and increasing pay rates as necessary.

- Sending 5 million postcards per month to neighborhoods where we need more applicants.

- Activating our network of over 70,000 partner organizations to promote Census jobs.

- Decreasing distance for applicants to travel to get fingerprinted from 50 miles to 20 miles.
  - Adding vendor sites
  - Fingerprinting equipment in our Area Census Offices
  - Interagency Agreement with USPS
- Almost tripling our Census Investigative Services (CIS) staff to initiate and process background checks.

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2020 Census Update

Partnership Specialist National Map

Source: *Field Division*

Legend:
- **Partnership Staff Onboarded (1,469)**
- Partnership Staff In Queue (196)*
- Regional Census Center Boundaries
- * Not denoted on the map

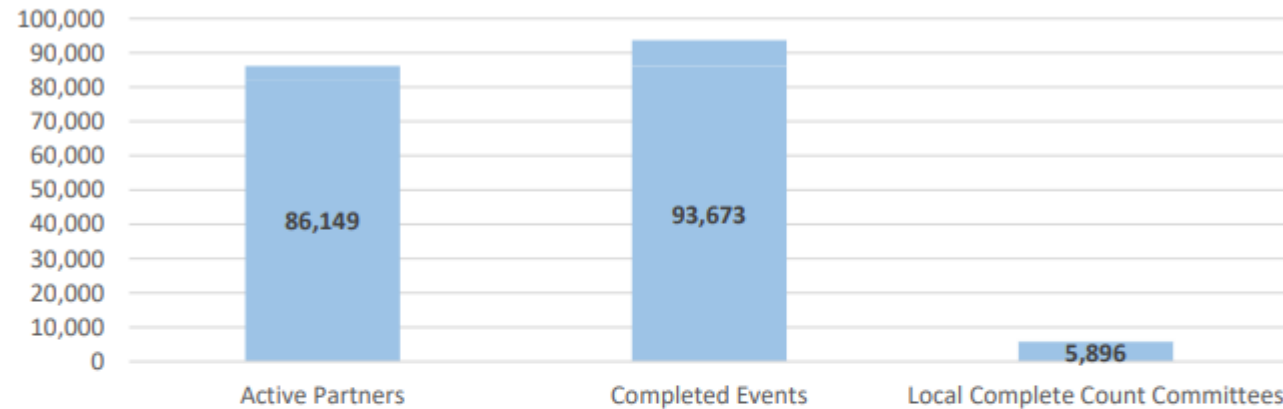Shape your future START HERE >

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Community Partnerships and Engagement Program
Data Current as of: 10/31/19
Source: Customer Relationship Management Database

Key Community Partnerships and Engagement Program Metrics

Active Partners: 86,149
Completed Events: 93,673
Local Complete Count Committees: 5,896

Active Partners by Type

Partner Types	Prior Week	Change	Current Week
Business	12,417	1,058	13,475
Chamber of Commerce	4,233	116	4,349
Education	10,728	611	11,339
Faith-Based	5,400	303	5,703
Government	23,236	605	23,841
Healthcare	2,916	191	3,107
International Gov.	151	9	160
Media	1,752	103	1,855
Nonprofit	21,164	916	22,080
Technology	240	0	240
Grand Total	**82,237**	**3,912**	**86,149**

Local Complete Count Committees by Type

Partner Types	Prior Week	Change	Current Week
Government	3,899	95	3,994
Tribal	137	7	144
Community	1,631	127	1,758
Grand Total	**5,667**	**229**	**5,896**

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2020 Census Update
State Complete Count Commissions (SCCC)
As of October 31, 2019

Legend:
- No - 2
- Considering – 1
- Committed/In Formation - 2
- Active – 47 (including DC and Puerto Rico)

Source: Weekly Field Division Reports

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2020 Census Update
Local Complete Count Committees within States without a State Complete Count Commission
As of October 31, 2019

Notes:

There are 5,896 Local Complete Count Committees nationwide:
- 3,994 Government
- 144 Tribal
- 1,758 Community

State	Government	Community	Tribal	Total
Florida	178	65	0	243
Nebraska	15	11	0	26
South Dakota	9	0	2	11
Texas	346	162	0	508
Vermont	9	6	0	15
Total	**557**	**244**	**2**	**803**

Source: Weekly Field Division Reports

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National Participating Organizations Metrics

Data Current as of: 10/31/19
Completion Date: March 2020
Source: National Partnership Program

Notes:

- The National Partnership Program (NPP) enlists and engages national-level organizations and allies to support the 2020 Census and encourage their audiences – especially the hard-to-count communities – to respond to the census.
- National Partners include: AARP, the Annie E. Casey Foundation, the National Association for the Advancement of Colored People (NAACP), the Public Library Association, the United Way Worldwide, and many more!
- National partners and allies have reach across many different population groups around the nation, and can help with broader education and motivation efforts.

National Participating Organizations by Sector	
Sector	Current Week
Nonprofit	212
Chamber of Commerce/Trade or Professional Association	61
Business	48
Government	43
Faith-Based Organizations	29
Education	27
Media	18
Technology	18
Healthcare	9
International Governmental/ Consulate/Embassy	3
Grand Total	468

National Participating Organizations by Audiences Served*	
Audiences Served	Current Week
Mass Appeal	197
Rural	55
Hispanic/Latino	54
Young Children	49
Black/African American	37
Young and Mobile	37
Asian	36
Veterans	30
Native Hawaiian Pacific Islander	26
Persons Experiencing Homelessness and Highly Mobile	19
Middle Eastern or North African (MENA)	13
American Indian/Alaskan Native	10
LGBTQ	9
Elderly	7

Participating Organization are engaged in partnership activities with the Census Bureau, such as highlighting 2020 Census in their member or employee communications; inviting us to speak to national or regional conferences; assisting with recruitment, etc.

*Participating organizations that serve more than one audience are tallied against multiple audiences served as appropriate, so the sum total is greater than 450.

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Improving Outreach to HTC Communities

- 2010 Census: Questionnaire Assistance Centers (QACs) and Be Counted (BC) sites:

  o Physical locations for public to receive a blank form and assistance (QAC only).

  o Form had to be completed and mailed back.

  o Approximately 760,000 persons were added in 2010 as a result of the QAC/BC operations – about 20 persons per location.

- 2020 Census: Mobile Questionnaire Assistance Centers (MQACs):

  o Builds on innovations for 2020 Census, such as use of internet, non-ID processing, use of mobile devices such as laptops/iPads.

  o Leverages new real-time response and data collection technologies, enabling broadest accessibility to response, even for those with location barriers.

  o Census employees interact directly with hard-to-count populations, with ability to collect responses and answer questions directly from the public.

  o Working with our network of over 78,000 established local partners, we determine locations to maximize outreach and increase self-response.

  o Potential locations: Streets fairs, sporting events, community libraries, ethnic grocery stores, houses of worship, public transit hubs, etc.

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Language Assistance Update

2020 Non-English Language Support		Status
Internet Self-Response & Census Questionnaire Assistance Instruments	• ISR instrument in 12 Non-English Languages • CQA instrument in 12 Non-English Languages • CQA agent scripts in 12 Non-English Languages	✓ ISR translations completed and in final testing. ✓ CQA translations completed and in final testing. ✓ CQA agent script translations completed.
Enumerator Instrument, Language Identification Card, & Field Enumeration Materials	• Instrument in Spanish • Field Enumeration Materials in Spanish • Language Identification Card in 59 Non-English Languages	✓ Translations completed and in final testing. ✓ Materials finalized, printing in progress. ✓ Language Identification Card finalized, printing in progress.
Mail Package Materials	• Bilingual mail packages in English and Spanish • Language Assistance Sheet (for all packages) with instructions in 12 non-English languages	✓ Materials finalized, printing in progress. ✓ Language Assistance Sheet finalized, printing in progress.
Language Glossaries	• Glossaries in 59 Non-English Languages • Glossary template for additional languages	✓ Glossaries completed and published on census.gov ✓ Glossary template completed, available on census.gov
Print Language Guides	• Guides (for paper questionnaire) in 59 Non-English Languages • Guide template for additional languages	✓ Guides completed and published on census.gov. ✓ Guide template completed, available on census.gov
Video Language Guides	• Guides (for online questionnaire) in 59 Non-English Languages	◉ In production now, available in early 2020.

Materials Available At: https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources.html

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2020 Census Systems Readiness Update

Presentation to the National Advisory Committee
November 7, 2019

Michael T. Thieme, Assistant Director for Decennial Census Programs, Systems and Contracts

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2020 Census Update

Systems Readiness
Operational Delivery Framework

Operational deliveries reflect a logical grouping of functionality to support Census business operations. The 2020 Census is broken down into 16 operational deliveries.

	2020 CENSUS OPERATIONAL DELIVERY	Test Readiness Review	Production Readiness Review	Conduct Operation
D1	2020 Census Early Ops Preparation	07/23/2018	10/19/2018	10/23/2018
D2	Address Canvassing	01/04/2019	05/17/2019	08/19/2019
D3	Peak Recruiting & Hiring	01/18/2019	06/07/2019	09/03/2019
D4	Self-Response	06/28/2019	12/13/2019	03/09/2020
D5	Integrated Partnership and Communications (IPC)	05/17/2019	11/01/2019	01/15/2020
D6	Count Review (CR) & Remote Alaska (RA)	05/10/2019	10/25/2019	01/21/2020
D7	Group Quarters Advance Contact (GQAC) & ETL Advance Contact (ETL AC) & Federally Affiliated Count Overseas (FACO)	05/24/2019	11/08/2019	02/03/2020
D8	GQ Enumeration (GQE) & Service Based Enumeration (SBE) & Enumeration at Transitory Locations (ETL)	06/17/2019	01/24/2020	03/30/2020
D9	Update Enumerate (UE) & Update Leave (UL)	07/12/2019	01/03/2020	03/16/2020
D10	Nonresponse Followup (NRFU)	07/19/2019	01/17/2020	04/09/2020
D11	Archiving & Count Question Resolution (CQR)	09/18/2020	03/05/2021	06/01/2021
D12	Response Processing	04/27/2020	06/17/2020	09/15/2020
D13	Data Products / Dissemination	06/15/2020	10/05/2020	11/25/2020
D14	Redistricting	08/28/2020	12/18/2020	02/17/2021
D15	Post Enumeration Survey (PES)	03/05/2021	05/28/2021	07/23/2021
D16	Island Areas	10/16/2020	04/02/2021	06/30/2021

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GREEN = Complete

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Systems Readiness

Address Canvassing Systems

- Address Canvassing delivered 23 systems into production – 7 systems deployed to production for the first time.

- Applications performed well in the field with virtually no interruption of field data collection capabilities.

- Support teams responded quickly and effectively to any system issues.

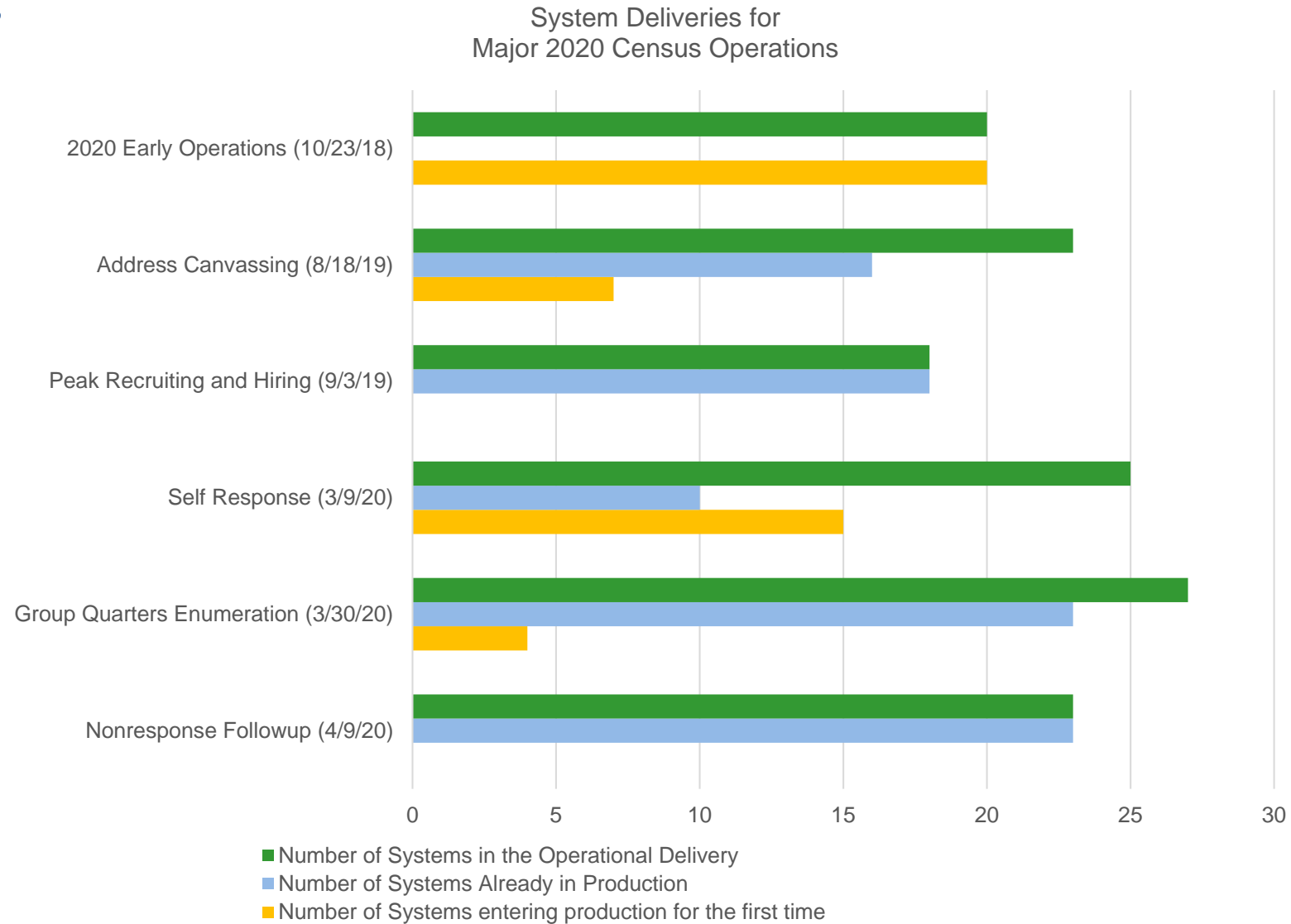- Issues encountered during production are being analyzed to gain and apply valuable lessons learned to future operations.

**System Deliveries for Major
2020 Census Operations**

Major Operational Deliveries	Systems in the Operational Delivery	Systems Delivered into production	Systems Already in Production	Systems entering production for the first time	Readiness Status
2020 Early Operations (10/23/18)	20	20	0	20	
Address Canvassing (8/18/19)	23	23	16	7	
Peak Recruiting and Hiring (9/3/19)	18	18	18	0	
Self Response (3/9/20)	25	0	10	15	
Group Quarters Enumeration (3/30/20)	27	0	23	4	
Nonresponse Followup (4/9/20)	23	0	23	0	

Complete/In Production
On Track
Management Attention
Management Focus

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2020 Census Update
Systems Readiness

System Deliveries for
Major 2020 Census Operations

Legend:
- Number of Systems in the Operational Delivery (green)
- Number of Systems Already in Production (light blue)
- Number of Systems entering production for the first time (yellow)

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2020 Census Update
Systems Readiness

Performance and Scalability Testing Status

Phase 1
- Priorities Identification
- Architecture & Design Reviews
- Scalability Approach & System Sizing
- Performance Test Tools Selection & Environment Plan

Phase 2
- System Level Baseline Performance Tests
- Performance Eng / Arch / Infra support: monitor, troubleshoot, & validate performance test results)
- Iterative design

Phase 3
- Integrated Performance Tests
- Operational Thread End-to-End Performance Tests
- Scalability Test
- Full production infrastructure tests
- Regression Testing

Phase 4
- Multi-operational testing
- Scalability Tests
- Soak Tests
- Failover Tests
- Regression Testing

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2020 Census Update
Systems Readiness

Performance and Scalability Testing Status

Performance and Scalability Testing Progress, Phases 1&2
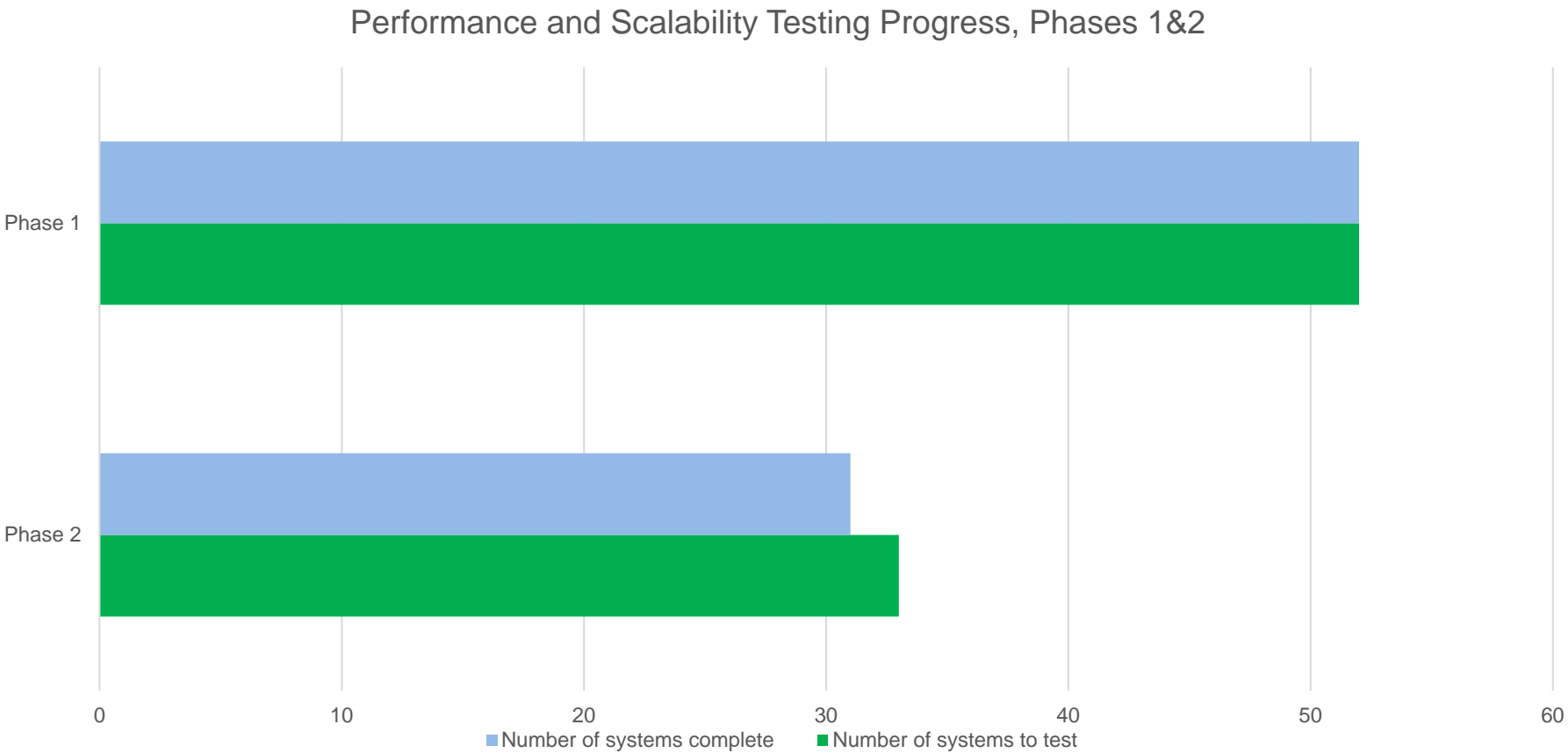
Performance and Scalability Testing Progress, Phases 1&2		
Phase	Number of systems to test	Number of systems complete
Phase 1	52	52
Phase 2	33	31

Systems Readiness

Performance and Scalability Testing Status

Phase 3 and 4 Grouping	Phase 3	Phase 4	Operational Delivery	PRR	Systems Tested
Group 1 Peak Recruiting	🟢	🟢	Peak Recruiting	6/7/2019	CDL, CHEC, DAPPS, ECaSE-FLD OCS, IDMS, MAF/TIGER, MOJO Field Processing, SOA, UTS
Group 2 AdCan	🟢	🟢	AdCan	5/17/2019	CDL, ECaSE-FLD OCS, ECaSE-OCS, Geospatial, IDMS, LiMA, MAF/TIGER, MCM, MOJO Field Processing, MOJO Opt./Modeling, SMaRCS, SOA, UTS
Group 3 Self-Response	⚪	⚪	Self-Response	12/13/2019	ATAC, CAES, CDL, CQA, DRPS, ECaSE-OCS, ECaSE-ISR, iCADE, IDMS, IPTS, MaCS, MAF/TIGER, PEARSIS, RTNP, SOA, SRQA, UTS
Group 4 NRFU	⚪	⚪	NRFU	1/17/2020	CAES, CDL, DAPPS, DRPS, ECaSE-Enum, ECaSE-FLD OCS, ECaSE-OCS, IDMS, MOJO Field Processing, MOJO Opt./Modeling, PEARSIS, SMaRCS, SOA, UTS
Group 5 ISR Contingency	⚪	⚪	Self-Response	12/13/2019	CDL, CQA, DRPS, ECaSE-OCS, IDMS, IPTS, MaCS, MAF/TIGER, PEARSIS, RTNP, SOA, SRQA, iCADE, UTS
Group 6 CQA Application Identify Management	⚪	⚫	Self-Response	12/13/2019	CDL, CQA, ECaSE-OCS, ECaSE-ISR, IDMS, SOA, UTS

Complete	🟩
On Track	⬜
Not In Scope	⬜ (gray)
Management Attention	🟨
Management Focus	🟥

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Thank You

Albert E. Fontenot, Jr.

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